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FISCAL REVIEW

Tennessee Tobacco QuitLine Progress Report

August 3, 2006 thru June 15, 2007

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Tennessee Tobacco QuitLine Overview and Progress:

The Tennessee Tobacco QuitLine is a telephonic tobacco cessation coaching program that is free to all residents of Tennessee. Participants who call the QuitLine and enroll in the *iCanQuit* tobacco cessation program receive a telephone call from a Quit Coach who asks and collects the participant's individual tobacco history as well as other health information. Quit Coaches offer strategies to increase self-efficacy, identify barriers to change, and provide techniques to cope with and overcome barriers to quitting. Each enrolled participant receives 7 calls from their dedicated Quit Coach during the quitting process over 12 months. Participants may call their Quit Coach any time and can also communicate with them via email. Special program options are also offered to pregnant smokers. Enrolled participants receive a Quit Kit to help them with the quitting process. The Quit Kit materials include:

- The *iCanQuit* educational workbook
- Stress relieving Quit Putty to roll in your hands
- Cinnamon breath mints
- Motivational refrigerator magnet

The following is the current, aggregate Project Summary report reflecting call volume, enrollment, and outcome data for the Tennessee Tobacco QuitLine participants, collected August 3, 2006 through June 15, 2007. The report is organized into seven (7) sections:

- Call Volume/Call Status
- Caller Demographics
- Caller Referral Source
- Types of Materials Provided
- Other Tobacco Users in the Household
- Quit History
- Client Outcomes.

Key Findings:

- Compared to the Leade Health Inc. (LHI) norm, Tennessee *iCanQuit* participants have a higher daily tobacco use rate, yet report higher levels of motivation to quit than the LHI norm related to quitting.
- Compared to the LHI norm, Tennessee *iCanQuit* participants scored higher in all 10 Chronic Disease areas of the health screening questions completed by the Quit Coach.
- 1062 Tennessee residents enrolled in the Tennessee *iCanQuit* program from August 3, 2006 through June 15, 2007 compared to the 1,204,112 eligible adult smokers within the State. Enrollment is lower than desired, and we believe that it is related to the limited marketing dollars that were available to promote and create awareness of the Tennessee QuitLine throughout the State of Tennessee.
- Using the intent-to-treat analysis the Quit Status at 3 months is 19.82% with a 19.25% reduced consumption by half and the quit status at 6 months is 15.75% with a 13.28% reduced consumption by half.
- The quit rate at 3 months for participants who were reached for a 3 month follow-up call was 34.5%. The quit rate at 6 months for those who were reached for the 6 month follow-up call was 35.3%.

The Tennessee Tobacco QuitLine has received 2853 total calls for the period of August 3, 2006 thru June 15, 2007. This number was derived from 1689 calls recorded from August 3, 2006 to March 31, 2007 based on the past telephony platform and 1164 calls received between April 1, 2007 and June 15, 2007, based on the new telephony platform.* Of the 2853 total calls, 1317 callers were assigned to a Quit Coach and 1062 completed a triage/health assessment and enrolled in the *iCanQuit* program.

A. CALL VOLUME/CALL STATUS AND CLIENTS SERVED

August 3, 2006 – June 15, 2007

*Note: August 3, 2006 – March 31, 2007 calls came to Leade Health/Ceridian via Telrad telephony system. Starting April 1, 2007 a new telephony system was implemented for the call center. With the new Avaya system additional details regarding calls are collected and reported.

Total Calls Handled (1)	Assigned to Coach (2)	Enrolled In Program (3)	Info. Only Calls (4)	Messages for Coach (5)	Never Reached (6)	No Action Necessary (7)	Referred to Comm. Resource (8)	Declined Enrollment (9)	Outstanding Calls (10)
2853	1317 (46%) Of Total Calls Handled	1062 (81%) of assigned to Coach	360 (13%) Of Handled Calls	161 (15%) Of Enrollees	55 (5%) Of Enrollees	96 (3%) Of Handled Calls	3	2	9

See Glossary for an explanation of the calls

1. CALL PATTERNS – LIVE

The Call Center experienced the highest call volumes on Wednesdays and Fridays. The weekend days continue to experience low volume.

2. CALL PATTERNS – CLOSED PERIODS

For the period of April 2007 through June 15, 2007 it is recorded that the QuitLine number had 113 hits between the hours of Midnight and 7:00 am EST. It is very probable that within the next contract period Ceridian will become a 24 x 7x 365 day operation. Thus the Tennessee Tobacco QuitLine will not have closed periods.

B. CLIENT DEMOGRAPHICS AND CHARACTERISTICS

Of the individuals assigned to a Quit Coach, 586 are men and 731 are women. Of the 731 women, 17 are pregnant. The average age of *iCanQuit* participants is 44.16 years. An age breakdown can be found on the table below. Seventy percent of the callers were white, 20% were African American and 2% Hispanic. Twenty percent of the enrollees were pre-high school educated, 39% had a high school education, 24% of the callers completed some college, 11% had earned a degree and 5% had no response.

Age	August 3, 2006 – June 15, 2007	Percent by Age Group
Under 12	0	0%
12-17	11	1%
18-24	112	8%
25-34	217	17%
35-44	309	24%
45-54	345	26%
55-64	240	18%
65+	83	6%

Insurance Status

Of those assigned to a Quit Coach, 815 (62%) reported having some type of insurance – Commercial, Medicare or Medicaid. 405 (31%) callers had Commercial insurance; 172 (13%) had Medicare and 238 (18%) had Medicaid, 303 (23%) had no insurance and 199 (15%) did not know their insurance status or refused to answer.

C. CALLER REFERRAL SOURCES

The top five ranking referral sources for this time period. See the table below for the top five sources.

Top 5 Referral Sources August 3, 2006 – June 15, 2007	
Radio	304
TV	204
Spouse/Family Member	148
Brochure	98
VA Hospital	85

The additional referral sources can be found on the detailed spreadsheet that accompanies this summary.

D. TYPES OF SERVICES PROVIDED

Of the 2863 calls that were handled by intake, 1317 (46%) callers were assigned to a Quit Coach. Of the 1317 callers that were assigned to a Quit Coach 81%, or 1062, enrolled in the *iCanQuit* telephonic coaching program.

Twelve percent or 360 of all calls handled by intake were information only calls. Enrolled participants left 161 messages for their individual coaches. Of the calls that were handled, 5% or 55 individuals were never reached by their Quit Coach. The Quit Coaches make 4-6 attempts to reach each caller before placing them in the "never reached" category. Ninety six (3%) callers were placed in the No Action Necessary category. Many of these calls came from individuals who wanted to know if they could get free nicotine replacement therapy (NRT). Other callers either did not provide enough information for the QuitLine to respond, or the caller had the wrong number. Three callers were referred to community resources and two declined enrollment. On June 15, 2007, 9 callers were waiting for a return call from the Call Center.

From the implementation of the Tennessee Tobacco QuitLine services we have distributed 28 self-help material kits to those callers not ready to quit at the time of their call. To date, the QuitLine has sent out 300 paper satisfaction surveys with a 10% response rate. These surveys were sent out with a postage paid return envelope to all participants that did not provide an email address and were enrolled in the *iCanQuit* program for a three month period. Ceridian has developed a new Satisfaction Survey process in which the Quit Coach will transfer the participant to a telephonic interactive voice recorder and the caller will be asked satisfaction questions at that moment. The participants will have the opportunity to voice their views while everything is fresh in their minds. They will not have to wait to receive the survey in the mail, fill it out and then mail it back. We believe that this process will help achieve higher response rates to the satisfaction survey.

E. OTHER TOBACCO USERS IN THE HOUSEHOLD

When asked if there are other tobacco users in the household, 685 individuals reported being the only user. However, 295 users also had a spouse using tobacco. Twelve people reported having teenage tobacco users in their households.

F. QUIT HISTORY

Eighty one percent of participants assigned to a Quit Coach enrolled in the *iCanQuit* program. Seventy nine percent of all of those enrolled have previously tried to quit smoking compared to the Leade Health, Inc. (LHI) norm of 88%. From the implementation of the QuitLine, enrollees averaged 4 previous quit attempts compared to the LHI norm of 5. The participants rated their motivation to quit at 4.238 out of a 5 point scale. When comparing the QuitLine participants to the LHI norm, 80% of QuitLine participants reported high motivation to quit compared to the LHI norm of 73%. Fifty eight percent of QuitLine participants reported a high level of Confidence in quitting tobacco; the same confidence level as the LHI norm.

G. CLIENT OUTCOMES

Using the intent-to-treat analysis, the current quit rates for the Tennessee Tobacco QuitLine is 19.82% at three months and the six month quit rate is 15.75%. 19.25% of enrollees are reporting that they have reduced consumption by half at three months and at six months consumption reduction was reported at 13.28%. Follow-up rates or "completed call rates" for the QuitLine are 57.43% at three months and 44.59% at six months. The outcomes are lower than expected based on the outcomes of other similar populations. For example, the **quit rates** for uninsured and underinsured populations enrolled in the *iCanQuit* program were 22% at 3 months and 20% at 6 months. Their **reach rates** were 68% at 3 months and 67% at 6 months. The lower quit rate among the Tennessee participants compared to the norm is likely to be a factor of the higher prevalence of co-morbidities and the lower reach rates. According to the Quit Coaches, the Tennessee population is harder to reach than what they experience with other populations. Another factor influencing the outcomes may be the Tennessee call model which limits the number of coaching interventions at a critical time in the quitting process. After the participant has set a quit date they may only receive one additional coaching call.

Of the 1317 callers assigned to a Quit Coach, 522 (40%) reported using NRT. The group averaged 23.79 tobacco uses per day.

RECOMMENDATIONS

- Increase marketing resources and promotional efforts throughout the State to increase awareness of the Tennessee Tobacco QuitLine Services and to drive an increase in calls to 1-800-QUIT-NOW.
- Develop a marketing campaign to promote the Tennessee Tobacco QuitLine to health care providers, payers and employers across the State to assist with and to coordinate the implementation of the QuitLine's Fax Referral Service and the Tennessee Clean Indoor Air Act.
- Fax Referral Service, undertake a targeted promotional effort to increase referrals and calls to the quit lines from health care providers.
- Add an additional coaching call 2-3 weeks after the participant sets their quit date to improve quit rates.

- Send a postcard or an email reminder to the eligible participant that a follow-up call date is approaching to increase reach rates.

GLOSSARY

1. LHI Norm
Leade Health normative demographic and outcomes data set includes every telephonic cessation program participant enrolled in a telephonic cessation program from 1997 through the end date of this report. Tennessee's outcomes are compared to Leade's normative data for quality improvement purposes.
2. Call Center
The Call Center is a physical place where intake coordinators handle inbound/outbound communications with callers to the Tennessee 1-800-QUIT-NOW program.
3. iCanQuit Program
The *iCanQuit* Program is a smoking cessation program that provides a personal health coach who works with tobacco users on the telephone. In 1997, Ceridian/Leade Health developed a unique brand of health coaching for tobacco cessation with a dedicated coach model.
4. Calls Handled
Refers to calls that reach the Ceridian Call Center from the National Cancer Institute 1-800-QUIT-NOW number.
5. Assigned to Quit Coach
The number of callers who indicated during their call to the intake center that they wanted to enroll in the telephonic-based tobacco cessation program and intake informed the caller that a Quit Coach would contact them within 24 hours to start the tobacco cessation program.
6. Enrolled in Program
The number of Tennesseans who received a call from a Quit Coach and completed a telephone triage (first call with a Quit Coach).
7. Information Only Calls
The number of callers who asked for information about the QuitLine services but did not wish to enroll. They could be calling for themselves or others or they could also be agencies, providers or other organizations seeking information regarding tobacco cessation.
8. Messages for Coach
The number of calls received from enrolled individuals who want to leave a message for their coach.
9. Never Reached
The number of individuals who are never reached by a Quit Coach after 4-6 attempts to contact the individual.
10. No Action Necessary
The number of calls that come into the Call Center where no action is necessary. They include wrong numbers or messages are left during the non-operating hours of

the Call Center without return phone numbers, or incomplete or inaccurate phone numbers.

11. Referred to Community Resource

The number of callers that the Call Center refers to a community resource.

12. Declined Enrollment

The number of calls where the caller declined to enroll in the iCanQuit program.

13. Outstanding Calls

The number of calls that have come into the Call Center and are waiting for a return call from a Call Center specialist.

14. Calls Abandoned

Total calls that have been dropped between the transfer period from the national portal to Ceridian and those calls that are dropped after 20 seconds once they hit the Ceridian Call Center switch

15. Repeat Calls

The number of callers who have called 1-800-QUIT-NOW more than once.

16. Completed Triage/Enrollment

Completed the first call with the Quit Coach, including a health assessment and enrolls in the tobacco cessation program

17. Previous Quit Attempt

Provides the percentage of *iCanQuit* enrollees who reported previous quit attempts at triage/enrollment.

18. Average Number of Previous Quit Attempts

The average number of previous quit attempts reported by *iCanQuit* enrollees during enrollment.

19. Level of Nicotine Dependency

Level of Nicotine Dependency is based on a series of questions about the number of tobacco uses, first use each day and difficulty in abstaining in public places.

20. Motivation to Quit

Reports the percentage of enrollees who reported high motivation to achieve program goals during enrollment. Motivation is assessed on a scale of 1 to 5, where 1=very low and 5=very high. High motivation is level 4 or higher.

21. Average Tobacco Uses per Day

Provides the average uses of tobacco per day for program enrollees at triage.

22. NRT Use

The number of enrollees who report using NRT.

23. Call Center Metrics

Benchmarks and measurements of Call Center quality such as average speed to answer and call abandonment rates.

Outcomes: Items 24-30 remain the same for 3, 6, 9, and 12 month follow-up.

24. Eligible for 3 month follow-up call:

The number of enrollees who are eligible for a 3 month follow-up call when 3 months have elapsed since they enrolled into *iCanQuit*.

25. Completed 3 month call:

The number of enrollees eligible for the 3 month call who were contacted and interviewed regarding their progress in quitting tobacco.

26. Percent completed the 3 month call:

The percent of eligible enrollees who completed the 3 month call is calculated by dividing the number of enrollees reached by the total number eligible enrollees for the 3 month call.

27. Quit at 3 months:

The number of eligible enrollees reached by the Quit Coach for follow-up who reported abstinence from tobacco for at least 7 days prior to the follow-up call.

The quit rate is measured using the "intent-to treat" analysis as defined by the 2000 U.S. Department of Health and Human Services Clinical Practice Guideline for Treating Tobacco Use and Dependence. Abstinence percentages are based on all subjects enrolled in The Tennessee *iCanQuit* treatment program, rather than just those subjects who completed an intervention or those who were contacted for follow-up. Program dropouts and individuals who were not reached for follow-up after multiple attempts are included in the denominator. Quit rates are calculated at 3, 6, 9, and 12 months post program enrollment.

28. Percent quit at 3 months:

The percentage is calculated by dividing the number of enrollees who reported abstinence from tobacco for at least 7 days prior to the follow-up call by the total number of enrollees eligible for the 3 month call.

29. Reduced tobacco use at 3 months:

Self-reported number of tobacco uses per day was compared to use at triage among enrollees reached for a 3 month follow-up. Tobacco consumption for those not reached for follow-up was considered the same as reported at triage/enrollment. Reduced consumption includes only those participants who have reduced their tobacco consumption by at least half from enrollment.

30. Percent reduced use:

The percentage is calculated by dividing the number of enrollees who reduced their tobacco consumption by at least half by the total number of enrollees eligible for the 3 month call.

A Measure	State Total 6/3/06 - 6/15/07	West TN 6/3/06 - 6/15/07	Mid/Cumberland 6/3/06 - 6/15/07	Metros 6/3/06 - 6/15/07	South Central 6/3/06 - 6/15/07	Upper Cumberland 6/3/06 - 6/15/07	Southeast 6/3/06 - 6/15/07	East TN 6/3/06 - 6/15/07	Northeast 6/3/06 - 6/15/07
Assigned to Coach	1317	141	158	560	82	51	59	133	133
Completed Triage/Enrollment*	1062	113	118	470	60	45	49	102	107
B. Caller Demographics									
Gender									
Male	586	52	78	268	34	18	28	47	62
Female	731	89	82	292	48	33	31	86	71
Pregnant Participants*	17	1	1	8	3	0	1	1	2
Age Breakdown*									
Under 12	0	0	0	0	0	0	0	0	0
12-17	11	0	0	5	0	1	1	2	2
18-24	112	15	19	40	9	2	5	8	13
25-34	217	15	43	89	13	6	11	21	19
35-44	309	39	41	117	25	13	10	38	28
45-54	345	32	29	174	14	14	16	34	31
55-64	240	30	16	102	16	11	13	18	34
65+	83	10	10	33	5	4	3	12	6
Average Age	44.16	44.94	40.10	44.97	43.40	46.51	44.02	44.17	44.43
Ethnicity									
White	929	99	133	292	88	44	58	116	119
African American	257	27	6	214	3	1	0	5	1
Latino	26	3	5	13	2	0	0	1	2
American Indian	34	5	4	11	3	3	0	6	2
Pacific	1	0	0	0	1	0	0	0	0
Not Provided	70	7	10	30	6	3	1	5	8
Education Level									
Pre-High School	265	36	23	99	20	16	14	28	29
High School	515	60	88	202	40	17	24	59	47
Some College	315	28	37	148	17	9	16	29	31
College Degree	148	12	22	76	2	4	1	11	20
No Response	74	5	10	36	3	5	4	6	6
Type of Coverage									
Commercial	405	44	64	162	29	9	23	30	44
Medicare	172	24	16	88	6	9	6	23	20
Medicaid	238	28	16	96	21	14	13	26	24
No Insurance Self Reported	303	32	39	131	18	8	6	33	36
Unknown or Refused to Answer	199	13	23	103	8	11	11	21	9
C. Referrals									
Physician - Health Care Professional	84	15	10	23	7	1	5	13	10
American Cancer Society	29	5	6	11	3	1	0	2	1
Newsletter	16	1	1	6	0	1	2	2	2
Cigarette Package	28	3	2	12	5	0	1	5	0
Flyers/posters	84	5	4	33	4	2	3	7	6
Spouse or family member	148	16	19	54	9	5	11	19	15
TV	204	9	23	114	4	8	6	29	11
Participated last year	1	0	0	0	0	1	0	0	0
Newspaper	81	14	13	32	6	4	2	4	8
Website	29	2	5	16	0	3	0	1	2
Health Department	82	16	5	32	4	2	3	11	9
Radio ad	304	37	53	104	25	13	12	19	41
Co-worker	25	7	1	12	1	0	2	0	2
Brochure	98	6	7	43	8	5	8	11	10
Not Provided	0	0	0	0	0	0	0	0	0
VA Hospital	85	3	4	56	2	1	1	3	15
Health Fair	3	0	0	1	0	0	1	1	0
Fitness Center	1	0	0	1	0	0	0	0	0
D. Types of Services Provided									
Type of Materials Distributed - Amount									
Self-Help Material	28	4	4	10	0	1	2	3	4
Quit Kit Materials	1062	113	116	470	60	45	49	102	107
E. Other Tobacco Users in Household									
No One Else	685	67	77	323	40	27	28	61	62
Spouse	285	44	32	101	19	14	15	32	38
Other Relatives	89	3	5	40	8	1	2	5	5
Child	58	8	5	23	11	1	3	3	2
Parent	32	3	1	15	1	2	2	3	5
Roommate	52	5	5	29	1	2	1	2	7
Other	18	1	1	8	1	0	1	3	1
Teen Age Users	12	2	0	6	0	0	4	0	0
F. Quit History									
Previous Quit Attempts	845	93	101	367	51	38	38	78	78
Average Number of Previous Quit Attempts	5.61	5.51	3.86	7.28	4.24	5.39	4.11	2.37	5.09
Level of Nicotine Dependency	5.04	5.62	4.46	4.84	5.28	5.71	5.11	5.63	5.08
Motivation to Quit (On a scale of 1-5; 5 being highly motivated)	4.24	4.30	4.15	4.25	4.18	4.12	4.36	4.24	4.23
Average Uses per Day	23.79	28.29	22.67	21.50	22.71	29.71	28.34	26.13	24.34
NRT Use	522	54	57	242	24	21	23	43	58
Average Children in Household	0.51	0.58	0.60	0.48	0.72	0.39	0.74	0.38	0.41
G. Client Outcomes*									
3 Months									
Eligible for 3 month call (N)	888	106	87	377	48	45	42	97	91
Completed 3 month call (N)	510	55	63	219	22	26	28	55	54
Percent completed 3 month call	57.43%	51.89%	61.00%	58.09%	45.83%	57.78%	61.90%	56.70%	59.34%
Quit at 3 months (N)	176	9	28	77	8	8	12	14	20
Percent quit at 3 months	19.82%	8.49%	34.15%	20.42%	16.67%	17.78%	28.57%	21.00%	21.98%
Reduced use at 3 months (N)	171	24	8	75	6	9	9	20	20
Percent reduced use	19.25%	22.64%	9.78%	19.89%	12.50%	20.00%	21.43%	18.00%	21.98%
6 Months									
Eligible for 6 month call (N)	527	58	49	234	20	28	26	72	40
Completed 6 month call (N)	235	24	23	106	11	11	13	27	20
Percent completed 6 month call	44.59%	41.38%	46.94%	45.30%	55.00%	39.29%	50.00%	37.50%	50.00%
Quit rate at 6 months (N)	83	7	10	31	6	5	6	11	7
Percent quit at 6 months	15.75%	12.07%	20.14%	13.26%	30.00%	17.86%	23.08%	15.28%	17.50%
Reduced use at 6 months (N)	70	10	2	33	1	4	5	9	8
Percent reduced use	13.28%	17.24%	4.08%	14.10%	5.00%	14.29%	19.23%	12.50%	15.00%